

FTC, Office of Secretary, Room H-135 (Annex W)  
600 Pennsylvania Ave NW  
Washington, DC 20580

Re: Business Opportunity Rule R511993

To All Parties of Influence,

This letter is in response to the proposed Business Opportunity Rule R511993. I feel that this piece of legislation, if passed, in its current state would prohibit the viability of the business I currently operate from my home as a XanGo™ Independent Distributor. Though I am writing to you on behalf of myself and family, I know the impact of this ruling will be wide spread and affect thousands in the same position.

. Please help preserve the way of life for myself and so many other small business men and women who are in the same position.

What is specially bothersome are the sections in the proposed rule (Rule 511993) that would make it hard or almost impossible for me to sell the XanGo™ product and would seriously impede, if not eliminate, the possibility to introduce the opportunity to others. These new rules have the potential to devastate the growth and profit potential of the business we operate.

One of these, aforementioned, sections proposes a waiting period. What message does this send to the many that could benefit from what I have to share? To me, it echoes an unnecessary caution that I, my product or business is, in some way, flawed. Let me ask you this: When a company offers a 100%, 30-day money back guarantee what purpose does a 7 day waiting period serve? Our company has already taken steps to ensure the protection of anyone interested in trying the product. What this rule *would* accomplish is increase the difficulty to build and reduce the opportunity to realize profitability in the early life stages of new businesses. I am aware the spirit of this proposal may be to genuinely help, however, the letter that it is currently written in actually hurts.

I have been a migraine suffer since the age of 8. I am usually in extreme pain for 23 days every six weeks. I have been on Imtrex injections for years. By the age of 24, my doctors were looking for a tumor or something to explain my lost of vision, inability to walk, unable to keep food down, etc. No tumor was found but just extreme migraines. By 27 years of age I was no longer able to be employed by a company. I was disabled. Since I didn't not want to accept this, I formed my own company and looked for understanding clients. I am 32 years old and this was my life prior to March 17, 2006 when XanGo™ changed my life. With six ounces a day I am able to work, go to a movie, shop for myself in the grocery store, etc.; all of the items we take for granted in life. I signed up as a distributor to get my juice a wholesale. I told all of my family members about this. My sister who suffers with MS also takes it and her quality of life have improved. I could not image having to wait an extra seven days in pain juice to purchase a natural juice that cost \$100 per case and a \$35 membership fee.

To paint an even more vivid picture, let me elaborate on the current cost to start a XanGo™ business. \$35! That is the cost for someone to strike out on their own. I've bought pieces of clothing that cost more than that and never had to wait more than the time it took me to walk to the register. Furthermore, in the instances where I was making such a purchase and they didn't have my size, or the color I was looking for, I simple went elsewhere to give my business. This is precisely the affect I see this ruling having. The vision of our company and its founders has been to help the average person improve all aspects of their life. I emphasize *average* and know increasing the complexity of what we have will ruin this for many.

An addition concern I have regarding the proposed rule requires the disclosure of a minimum of 10 prior purchasers nearest to the prospective purchaser. There is no way I would allow my personal information to be freely distributed in order to purchase a product of *any* kind! Think about what this is asking. If you knew, before making a purchase or venturing into business for yourself, that your information would be freely released to other unknown parties would you go any farther? References, for me, or any others in my company are not an issue. Actually, I routinely give them and many share experiences about the product or business without restraint. The fundamental difference between the way I disclose this information and the way it would be required is I have been given permission beforehand.

Several other issues arise when personal information is released like this. Here in Arizona, identity theft is more prevalent than almost anywhere in the country and I take measure to protect mine. I'm supposed to be content with it being given out to people who I've never met and when I'm not even aware it's happening? You also have then the possibility that women would be targeted and or harassed, that sexual and/or racial attacks could ensue, or that those I am prospecting for a business opportunity are readily accessible to competitive, more aggressive, and questionable recruiters. Under this new rule, they would quite literally be given the contact list for my entire organization with just a couple of phone calls. The customers I have established relationships with are now my only source of income and, as in any business regardless of industry, rightfully protected. I think you will agree this just doesn't make much sense and needs to be revisited.

I know this rule was drafted with the best intentions in mind to protect those of us who may fall prey to others who operate unethically within our industry. However, the proposed rule R511993 will do nothing to stop these people and/or practices yet negatively impact the honest. Those whom this rule targets have never bothered to follow regulation anyway, so what I see here is a shotgun being used when a rifle is needed. Let's go after the problems with a well thought out plan that targets those problems specifically and not the masses.

The Direct Selling Industry is a Multi Billion Dollar industry and has brought more great products and opportunity to Americans than any other can be accredited with. It is an important part of our economy and has become the provider of my family. I respectfully request that you visit XanGo™ headquarters in Utah to see, and meet, first hand some of the world class businessmen, founders, and companies you have in this industry.

Thank you, in advance, for your time and attention to my concern. My hope is that some light has been brought onto these issues and that you will help me, and many others, continue a way of life we have come to love. Please freely contact me if I can be of any further assistance in the least.

Passionately,

Maisha Pierce-Byrd  
Design Plus Programming, LLC  
CEO